

Preliminary Issues Report  
Community Festival & Visioneer Program Public Input

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# **I. Introduction**

## **A. The General Plan Update**

The City of Chula Vista has begun the process of updating its General Plan, which is the city's long-term strategy to address community planning issues and future growth and development. It represents the community's ideal vision for its future, and is a constitution of goals and policies upon which the city will base its planning decisions for the community. General Plans are reviewed about every ten years, and Chula Vista's last comprehensive update took place in 1989. The General Plan Update process is expected to be completed in early 2004.

## **B. The Importance and Role of Public Input**

The public's input and participation in the General Plan Update process is key to insuring a shared vision and strategy for the city's future and quality of life. Public input will be used to identify the community issues that the General Plan will address over the next 20 years. The goals, objectives and policies of the General Plan will be based on the approach to address these issues.

## **C. The Public Outreach Strategy**

Given the importance of public input and direction for the General Plan Update, the city hired the consulting firm of Moore, Iacofano, Goltsman, Inc. (MIG) to facilitate the development of a public outreach strategy. The strategy covers the entire two+ year term of the General Plan Update process and is divided into three phases.

- **Phase I** involves the identification of issues through public input.
- **Phase II** involves forming direction for the Update, and presents the public with strategies to address the issues.
- **Phase III** asks the public to select the preferred alternatives to implement.

The first phase has come to a close and the public input received is addressed in this document. The basic framework for the overall public outreach strategy is illustrated in Figure 1.

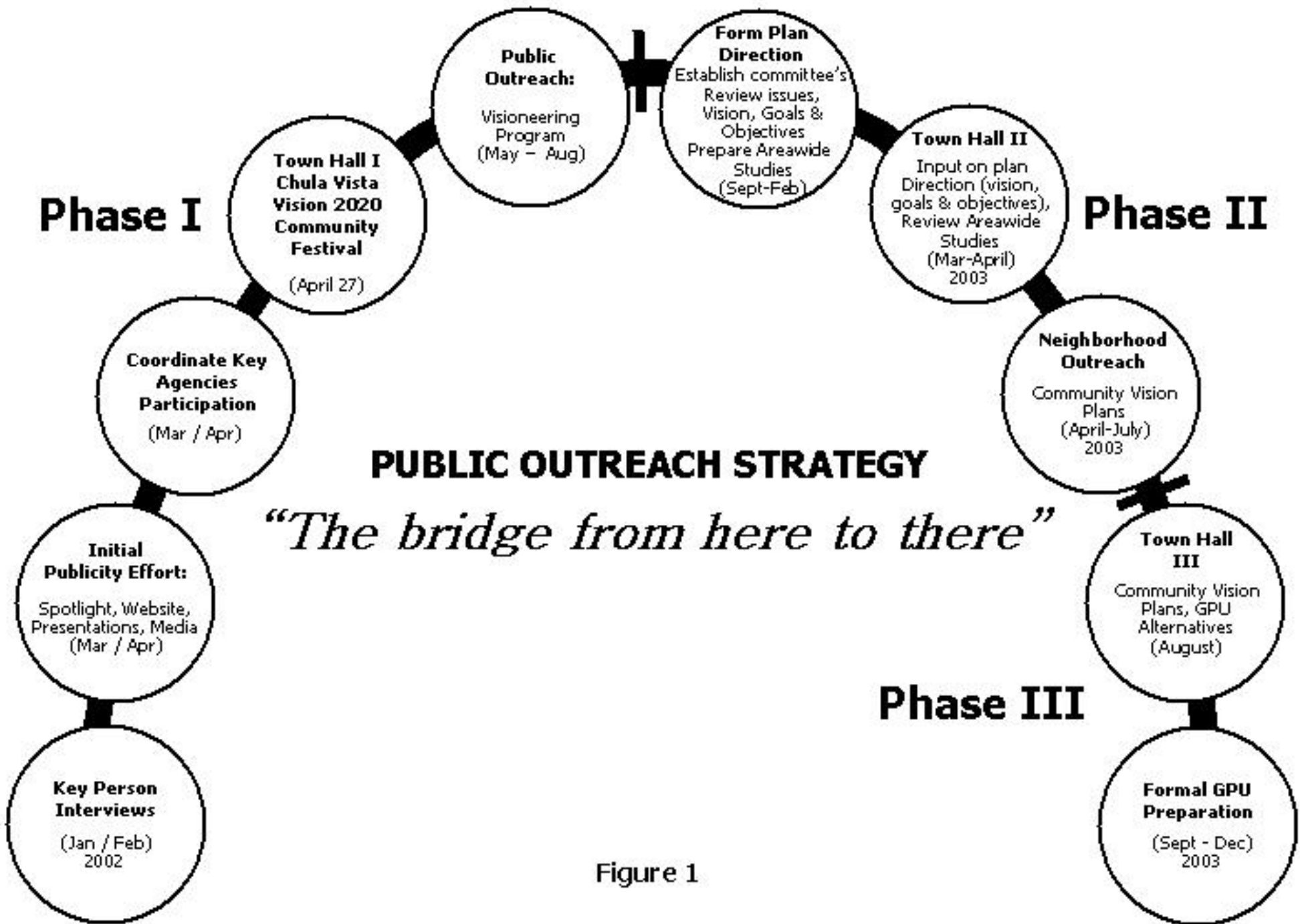


Figure 1

## II. Public Input

This section describes the public input programs for Phase I of the Public Outreach Strategy for the General Plan Update, which included the following two components:

- **The Community Festival** – This was the kick off event at the beginning of Phase I for the public outreach and participation process.
- **The Visioneer Program** – This was the subsequent public input process that continued from May through August to solicit public comments.

### A. The Community Festival

On April 27, 2002, the City of Chula Vista held Chula Vista Vision 2020 – A Community Festival on the campus of Chula Vista High School. The festival was the kick off event for public participation in the General Plan Update. The event was an opportunity for members of the community to begin the identification of important issues that need to be addressed as the city undertakes a two year process to update the General Plan. Those who attended were able to give input and get information through three components:

- The Town Hall Discussion Sessions
- The Marketplace of Ideas
- The Community Information and Resource Fair

The following sections provide an overview of each of the festival components.

#### 1. Town Hall Discussions

The Town Hall discussions consisted of three separate sessions, each running about one hour in length. Each session was framed by a topic question:

- How can we deal with traffic issues created by continuing growth and development?
- What facilities (parks, libraries, schools, restaurants, etc.) are needed in your neighborhood or the city?
- How should we preserve and enhance our quality of life in Chula Vista?

About 200 people participated in the discussions throughout the morning. The independent consulting firm Moore Iacofano Goltsman, Inc. (MIG) facilitated the sessions. A summary of the discussions is available as a separate document on the city's Website or by contacting the Planning and Building Department. In addition, the town hall sessions were video taped, and a summary version is available through the city's Office of Communications. The key issues and themes that emerged from the sessions have been incorporated into the issues summary in Section III of this document.

## **2. Marketplace of Ideas**

An information and comment area called the "Marketplace of Ideas" was located just outside the Town Hall Discussion area and staffed by city employees who are working on the General Plan Update. The Marketplace provided details of the General Plan Update process, and allowed many in attendance to ask questions and discuss issues directly with the city staff responsible for the General Plan Update. The Marketplace also invited attendees to record their ideas and comments on community issues. The key issues and themes that emerged from the Marketplace of Ideas have been incorporated into the issues summary in Section III of this document.

## **3. Information and Resource Fair**

The community information and resource fair complemented the Town Hall Discussions and Marketplace of Ideas by providing those in attendance with an opportunity to gather information and have questions answered about various services and other resources that are available to the community. The fair showcased some of the existing projects and programs that are currently addressing community issues. Various agencies, organizations and city departments hosted booths, exhibits and displays.

## **B. The Visioneer Program**

The consulting firm Moore Iacofano Goltsman, Inc. (MIG) developed the Visioneer program as a grass-roots approach to soliciting public input on issues that concern the community and its neighborhoods. The program does so by enlisting citizen volunteers to facilitate group discussions throughout the community. These group discussions consisted of neighborhood groups, organizations, and other stakeholder groups in the community. With training, these volunteers, who are not necessarily 'experts' in any particular field, are able to give a voice to members of the community, especially those whose interests are not always known to the city.

MIG conducted the first Visioneer training session for volunteers, after which city staff conducted the remaining training sessions. The Visioneer program is a simple, informal, and adaptable process that basically involves the following steps:

Step 1: Organize a time and place to meet with a group

Step 2: Pass out a set of questions to be answered by the group

Step 3: Ask the group to write down an answer for each question

Step 4: Have members discuss answers that they'd like to share with the group

Step 5: Collect the written responses and return them to the city to be recorded

The Visioneer program was adapted for use in different venues and for different audiences. However, the underlying purpose remained the same—encourage public input. The input came in the way of responses to six questions that were intended to encourage the public to express viewpoints on existing conditions, concerns, and desires for their neighborhoods and the city. The questions that were asked:

- What do you like best about your neighborhood?
- What facilities are needed in your neighborhood?
- What is currently missing from Chula Vista that you would like to see added?
- What aspects of Chula Vista do you feel are most important to preserve?
- When you think about Chula Vista's future, what are you most worried about?
- When you think about Chula Vista's future, what are you most optimistic about?

In addition to the group discussion settings, the questions were also made available in a brochure and flyers through the offices of city departments, other agencies, and organizations; distributed at community events, supermarkets, businesses, and other locations; offered at display booths; distributed through the school districts; distributed at community meetings and presentations to groups; and posted on the city's Website. The Visioneer Program Input Source Summary is included in Appendix A.

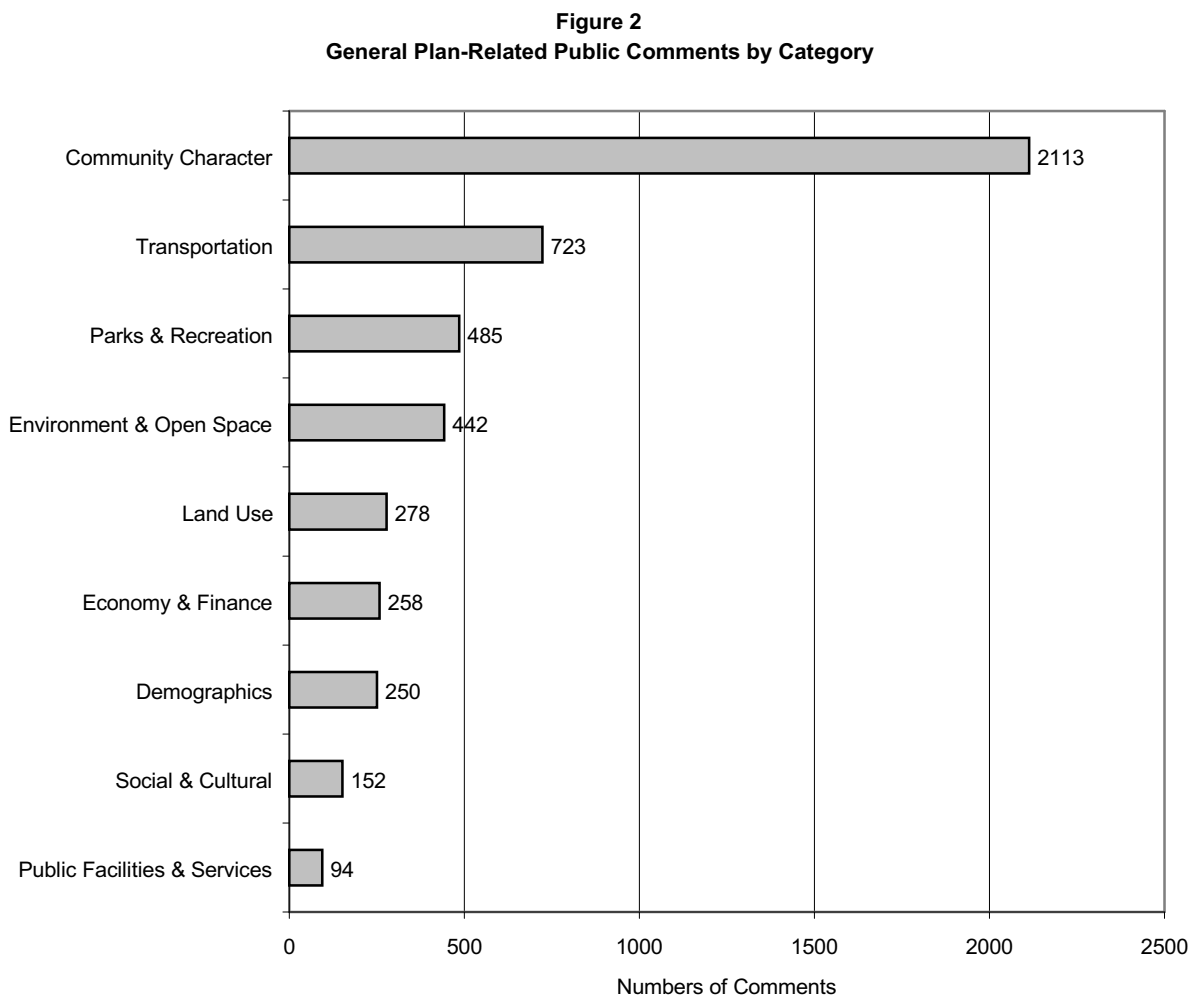
The city received a total of 5,869 responses to these questions; the responses contained a total of 6,360 comments. Each of these comments was assessed according to its relationship to the General Plan Update process and then placed into one of three data sets:

1. General Plan related—A total of 4,795 comments (Appendix C) were determined to be General Plan related issues and are summarized in Section III of this document.
2. Not related to the General Plan—A total of 980 comments (Appendix D) were found not immediately related to the General Plan Update process and were forwarded to the appropriate city departments or other agencies for followup.

These typically included very specific requests for services (fix a pothole) or facilities (a bookstore or restaurant).

3. Unknown – The remaining 607 comments (Appendix E) include those that were unclear, too general, or have insufficient information to be addressed. For example “weather” was a common response to the question asking what was liked best in the neighborhood.

The General Plan related comments/issues were placed into nine categories, which are discussed in Section III of this document. The numbers of comments received in each of the nine categories are illustrated in Figure 2.





### III. Issues Summary

This section summarizes the issues identified through the Phase I of the public outreach process. These include comments received through the Community Festival and the Visioneer Program. The issues have been summarized and organized under the following nine categories:

- A. Transportation** – This category includes comments that relate to traffic conditions, streets, transit, and other transportation systems.
- B. Public Facilities and Services** – This category includes comments regarding the provision and adequacy of public infrastructure and services.
- C. Parks and Recreation** – This category includes comments regarding parks and recreational resources.
- D. Social and Cultural** – This category includes comments involving socially and culturally oriented facilities and services, including cultural and performing arts, community events and activities, health care facilities and services, and other socially related facilities and services.
- E. Environment and Open Space** – This category includes comments regarding the environment, environmental issues, cultural resources, and natural resources.
- F. Land Use** – This category includes comments that relate to land use, planning, and development.
- G. Economy and Finance** – This category includes comments related to economic and fiscal conditions.
- H. Demographics** – This category includes comments that relate to population and demographics, the amount and rate of growth, and other topics addressing current and forecasted demographic characteristics.
- I. Community Character** – This category includes comments that describe existing, desired, and undesirable conditions within neighborhoods as well as the community in general.

The above categories were created to relate the issues to the necessary studies and analysis for the General Plan Update, and to be more easily addressed by the ad hoc committees that will be guiding the process and evaluating alternative policies that respond to these issues. The committees and their primary areas of concern are illustrated in Appendix B.

The issue summaries in the following sections include the major “themes” **in bold** that emerged under each category followed by specific comments related to the theme. If comments were received through the Visioneer Program, then the number of comments is shown.



## A. Transportation

Issues Identified	Visioneer Comments (723 Total)	Other Sources
<b>Traffic conditions are a significant problem and concern affecting the quality of life for those who live in the community.</b>		
• Traffic.	261	Community Festival
• Congestion.	155	Community Festival
• Speeding, unsafe driving.	19	Community Festival
<b>Link land use policies with transportation policies to improve mobility and reduce automobile dependency.</b>		
• Support transit-focused development and mixed land uses.	5	Community Festival
• Create more of the needed types of jobs in the community to create an appropriate jobs-housing balance.		Community Festival
• Connect activity centers with public transit.		Community Festival
• Emphasize and provide more efficient transit to schools and colleges.		Community Festival
<b>Increase transportation options to reduce automobile use.</b>		
• Create more and improved public transit.	86	Community Festival
• Create more pedestrian paths and trails.	28	Community Festival
• Create more bike lanes, paths, and trails.	16	Community Festival
• Improve east-west transit service.	4	Community Festival
• Provide transit to regional work centers.	3	Community Festival
• Improve transportation for seniors and disabled.	3	
• Provide easier access to trolley stations.	1	Community Festival
• Provide more CNG busses to replace diesel vehicles.	1	
• Create one comprehensive transit system including buses, trains, and trolleys with one universal fare card.		Community Festival
• Develop an express bus system such as L.A.'s Metro Rapid bus.		Community Festival
• Discount transit passes to encourage greater transit use.		Community Festival
• Provide more commuter parking lots.		Community Festival
• Provide bike racks at schools and encourage bicycle use.		Community Festival
<b>Improve transportation systems.</b>		
• Supportive of State Route 125.	27	Community Festival
• Provide roads and transportation infrastructure to keep pace with growth and development.	28	Community Festival
• Improve roads that are in poor condition.	13	Community Festival
• Create easier freeway access.	12	
• Provide better circulation throughout the city.	8	

• Improve roads that have poor geometrics.	4	Community Festival
• Provide bay access.	5	Community Festival
• Provide fewer stop signs.	1	
• Provide adequate rights-of-way for transit systems, additional traffic lanes, bike lanes, alternative vehicle lanes, and other future programs.		Community Festival
• Use intelligent transportation systems such as synchronized signalization.		Community Festival
• Improve transportation efficiency by using existing capacity better.		Community Festival
• Provide one-way streets.		Community Festival
• Improve access in the subdivisions – too many cul-de-sacs on the eastside.		Community Festival
• Create carpool lanes to relieve congestion on the highways.		Community Festival
• Price the toll road to shift traffic from the I-805.		Community Festival
• Buy and make the toll way a freeway.		Community Festival
<b>Reduce transportation systems impacts.</b>		
• Limit development to the capacity of the road system and other transportation systems.		Community Festival
• Use traffic calming and pedestrian amenities to reduce impacts to neighborhoods.		Community Festival
• Coordinate construction projects between agencies and utilities to reduce impacts on transportation systems and neighborhoods.		Community Festival
• Opposed to State Route 125.	14	Community Festival
• Provide more parking.	24	
• Provide free parking downtown.	2	
• Provide less on-street parking.	2	
• Provide more RV parking.	1	

## B. Public Facilities and Services

Issues Identified	Visioneer Comments (94 Total)	Other Sources
<b>There are concerns about the city being able to keep up the quality of infrastructure and services in the face of the current rate of growth. There are concerns over growth management necessary to maintain the quality of life.</b>	38	Community Festival
<ul style="list-style-type: none"> <li>There are concerns regarding school overcrowding and being able to keep school construction ahead of growth.</li> </ul>	18	Community Festival
<ul style="list-style-type: none"> <li>There are concerns of potential water and power shortages given the city's growth rate.</li> </ul>	6	Community Festival
<ul style="list-style-type: none"> <li>The city needs a reliable water supply.</li> </ul>		Community Festival
<b>There is a lack of adequate infrastructure and services and a desire for new or additional infrastructure and services.</b>		
<ul style="list-style-type: none"> <li>Provide a 4-year college or university in the city.</li> </ul>	13	Community Festival
<ul style="list-style-type: none"> <li>Provide a library in eastern Chula Vista.</li> </ul>	10	Community Festival
<ul style="list-style-type: none"> <li>Provide an east-side police presence, as in a substation or storefront.</li> </ul>	4	
<ul style="list-style-type: none"> <li>Develop a desalination facility.</li> </ul>	5	
<ul style="list-style-type: none"> <li>Locate facilities, services, and amenities in a manner that balances the needs of the different areas of the community.</li> </ul>		Community Festival
<ul style="list-style-type: none"> <li>Pursue joint use and shared facilities between agencies such as the city and schools districts.</li> </ul>		Community Festival
<ul style="list-style-type: none"> <li>Create an east side civic center.</li> </ul>		Community Festival
<ul style="list-style-type: none"> <li>Provide more police; improve traffic safety; and improve park safety.</li> </ul>		Community Festival
<ul style="list-style-type: none"> <li>Eliminate vandalism, graffiti, drug dealing, and other crime.</li> </ul>		Community Festival
<ul style="list-style-type: none"> <li>Increase street maintenance and improvements.</li> </ul>		Community Festival

## C. Parks and Recreation

Issues Identified	Visioneer Comments (485 Total)	Other Sources
<b>Preserve existing parks and recreational resources.</b>		
• Preserve parks.	127	Community Festival
• Preserve recreation centers.	41	Community Festival
• Preserve open space.	36	Community Festival
• Preserve trails.	8	Community Festival
• Preserve golf courses.	4	
• Preserve beaches.	3	
• Preserve skateboard parks.	2	Community Festival
<b>Provide more parks and recreational facilities in the city.</b>		
• Provide more parks.	59	Community Festival
• Provide more small parks.	3	
• Provide more big parks.	2	
• Provide more public pools.	14	
• Provide off-leash dog parks.	11	
• Provide more trails.	7	Community Festival
• Provide more regional parks and open space.	6	Community Festival
• Provide more tennis courts.	6	Community Festival
• Provide ice-skating rinks.	3	
• Provide joint parks and schools facilities.	2	Community Festival
• Provide more golf courses.	2	
• Provide more ball fields.	1	Community Festival
• Provide more football fields.	1	
<b>Provide more parks and recreational facilities in specific neighborhoods.</b>		
• Provide more parks.	39	Community Festival
• Provide more recreation centers.	21	Community Festival
• Provide more skateboard parks.	30	Community Festival
• Create a “Balboa Park South” on the bayfront.		Community Festival
• Create a greenbelt around Otay Lakes.		Community Festival
• Open the Olympic Training Center to the public – especially tennis.		Community Festival
• Develop the lot next to Harborside Elementary School into a park.		Community Festival
<b>Parks and recreational resources are desirable features of neighborhoods.</b>		

• Parks.	32	Community Festival
• Recreation facilities.	17	Community Festival
• Open space.	6	Community Festival
• Lighted soccer facilities.	1	
• Golf courses.	1	

## D. Social and Cultural

Issues Identified	Visioneer Comments (152 Total)	Other Sources
<b>Invest in youth programs and facilities to assist parents and reduce crime.</b>		Community Festival
<ul style="list-style-type: none"> <li>Provide more childcare.</li> </ul>	3	Community Festival
<ul style="list-style-type: none"> <li>Create better coordination between the school districts, city, and other agencies in the provision of services and facilities for education, day care, parks, and recreation programs.</li> </ul>		Community Festival
<ul style="list-style-type: none"> <li>Improve education and provide more extracurricular activities for youth, including arts and music.</li> </ul>		Community Festival
<b>The community needs more music, arts, and cultural amenities.</b>		Community Festival
<ul style="list-style-type: none"> <li>The city needs a cultural/performing arts center that reflects its growing and diverse population.</li> </ul>	45	Community Festival
<ul style="list-style-type: none"> <li>Cultural activities and community events are key parts of the city's fabric and quality of life, including family and youth activities and events and senior social services and programs.</li> </ul>	38	Community Festival
<ul style="list-style-type: none"> <li>The city could be a cultural center of the county and a place to showcase local talent with a fine arts center, art galleries and museums, and venues for stage plays, musical performances and dance.</li> </ul>	16	Community Festival
<ul style="list-style-type: none"> <li>Museums are important, including an art museum and children's museum and educational center.</li> </ul>	10	Community Festival
<b>The community needs more health care facilities:</b> <ul style="list-style-type: none"> <li>Additional hospital space and new hospitals.</li> <li>Clinics in particular locations, such as downtown and Eastlake.</li> <li>Emergency/urgent care facilities.</li> <li>Health care facilities and programs for seniors and families.</li> </ul>	24	
<b>The community needs other social services and facilities:</b> <ul style="list-style-type: none"> <li>Family resource centers.</li> <li>Community volunteer centers.</li> <li>Intergenerational community centers in the east.</li> <li>Adult training centers.</li> <li>Lifelong learning centers for all ages.</li> <li>Various types of facilities for youth.</li> </ul>	9	Community Festival
<b>The community needs to address homelessness.</b>	7	

## E. Environment and Open Space

Issues Identified	Visioneer Comments (442 Total)	Other Sources
<b>Preserve and enhance open space and biological resources.</b>	229	Community Festival
<b>Preserve historical resources.</b>	84	Community Festival
<b>Preserve and improve scenic resources and aesthetics.</b>		
• Preserve trees & landscaped areas.	48	Community Festival
• Preserve scenic resources.	19	Community Festival
• Clean up the bayfront / keep the bayfront clean.	5	Community Festival
• Clean up the Brown Field area.	1	Community Festival
<b>Preserve and improve air quality.</b>	19	Community Festival
<b>Preserve and improve water quality.</b>	5	Community Festival
<b>Reduce noise.</b>		
• Reduce traffic noise.	6	Community Festival
• Address noise impacts.	3	Community Festival
• Preserve quietness of neighborhood.	3	Community Festival
<b>Address energy issues.</b>		
• Address energy shortage and costs.	8	Community Festival
• Remove power plant.	2	Community Festival
• Preserve power plant.	1	Community Festival
• Replace power plant with new clean plant.	1	Community Festival
• Create city electric company.	1	Community Festival
• Achieve broad use of solar power.	1	Community Festival
• Invest in cleaner, more efficient, and renewable energy.	1	Community Festival
<b>Preserve farms and pastureland.</b>	2	Community Festival
<b>Reduce fire hazards in open space areas.</b>	2	Community Festival
<b>Create programs and incentives to encourage recycling.</b>	1	Community Festival



## F. Land Use

Issues Identified	Visioneer Comments (278 Total)	Other Sources
<b>Chula Vista's small town atmosphere is the city's strength and is represented by tree-lined streets, locally owned businesses, local activities, neighborhood organizations, the downtown, and planned communities.</b>	107	Community Festival
<b>There are concerns and optimism about the bayfront and its future development potential, especially its accessibility, the intensity of development, the type and quality of development, and opportunities for preservation.</b>	73	Community Festival
<ul style="list-style-type: none"> <li>• Create a regional activity center that is a gathering place and focal point for the community.</li> <li>• Provide a mix of upscale hotels, retail, restaurants, office, and medium density residential uses.</li> <li>• Provide parks, pedestrian and bike paths, public beach access, and other public amenities.</li> <li>• Create a Seaport Village, Bazaar del Mundo, or Riverwalk.</li> <li>• Do not allow high-rise, high-density residential along the bay front.</li> </ul>		Community Festival
<b>The village look and feel of Downtown Third Avenue should be preserved and enhanced. Downtown should continue to be the city core by enhancing its historic charm, increasing residential opportunities, and promoting good businesses and restaurants.</b>	59	Community Festival
<b>The community needs more upscale retail and service amenities.</b> <ul style="list-style-type: none"> <li>• Restaurants.</li> <li>• Hotels.</li> <li>• Convention and meeting facilities.</li> <li>• Retail.</li> <li>• Bookstores.</li> <li>• Entertainment.</li> </ul>		Community Festival
<b>Improve and invest in the west side of the city, especially along major thoroughfares and corridors.</b> <ul style="list-style-type: none"> <li>• Broadway.</li> <li>• Third Avenue.</li> <li>• Main Street.</li> <li>• Interstate-5.</li> </ul>		Community Festival
<b>Adjust city boundaries to make sense and better serve neighborhoods.</b> <ul style="list-style-type: none"> <li>• Realign northern boundary with National City.</li> <li>• Realign southern boundary along the Otay River.</li> <li>• Annex unincorporated islands along I-805.</li> <li>• Annex portions of Sweetwater and Bonita area</li> </ul>		Community Festival
<b>Address residential and housing issues.</b>		Community Festival
<ul style="list-style-type: none"> <li>• Create more affordable housing throughout the city for families and seniors.</li> </ul>	39	Community Festival
<ul style="list-style-type: none"> <li>• Preserve stable residential neighborhoods.</li> <li>• Encourage balanced development with a mix of housing, jobs, and retail.</li> <li>• Create a mix of housing for all income levels with inclusionary housing.</li> <li>• Declare a moratorium on residential development.</li> <li>• Preserve Bonita's low-density residential rural/country atmosphere. Stop commercial development.</li> </ul>		Community Festival
<b>The city needs more public gathering places.</b>		Community Festival

## G. Economy and Finance

Issues Identified	Visioneer Comments (258 Total)	Other Sources
<b>The city needs more jobs, especially higher-paying and higher quality jobs. There is a desire to improve the city's image and appearance. There is interest in preserving and improving downtown.</b>		
<ul style="list-style-type: none"> <li>Create more jobs and higher paying and higher quality jobs.</li> </ul>	76	Community Festival
<ul style="list-style-type: none"> <li>Attract higher quality and better paying employers, businesses, and industry.</li> </ul>	42	Community Festival
<ul style="list-style-type: none"> <li>Improve and/or change the city's image, appearance, and character.</li> </ul>	36	Community Festival
<ul style="list-style-type: none"> <li>There is optimism about the economy and commerce.</li> </ul>	24	
<ul style="list-style-type: none"> <li>There is concern about the economy and commerce.</li> </ul>	16	
<ul style="list-style-type: none"> <li>There is optimism about property values.</li> </ul>	13	
<ul style="list-style-type: none"> <li>There is concern about property values.</li> </ul>	2	
<ul style="list-style-type: none"> <li>Improve the downtown Third Avenue business district.</li> </ul>	14	Community Festival
<ul style="list-style-type: none"> <li>Preserve the downtown Third Avenue business district.</li> </ul>	9	Community Festival
<ul style="list-style-type: none"> <li>There are concerns about the city's budget, funding, and revenue sources.</li> </ul>	17	Community Festival
<ul style="list-style-type: none"> <li>Facilitate more arts and cultural development.</li> </ul>	5	Community Festival
<ul style="list-style-type: none"> <li>Develop tourism industry.</li> </ul>	4	Community Festival

## H. Demographics

Issues Identified	Visioneer Comments (250 Total)	Other Sources
<b>The city is growing too fast and should be slowed down (although favorable comments about the city's growth were also received). There are mixed feelings about the changing demographics and diversity of the community.</b>		
<ul style="list-style-type: none"> <li>The city's population growth is too rapid, with concerns of the city becoming "overpopulated" or "overcrowded".</li> </ul>	124	Community Festival
<ul style="list-style-type: none"> <li>There is a desire to more tightly control or slow down growth.</li> </ul>	22	Community Festival
<ul style="list-style-type: none"> <li>There is too much growth and expansion.</li> </ul>	40	Community Festival
<ul style="list-style-type: none"> <li>There is a concern that the city is too dependent on growth.</li> </ul>	2	Community Festival
<ul style="list-style-type: none"> <li>Chula Vista is in its prime, will keep growing and continue to improve for residents, is going in the right direction and is up to meeting the challenges posed by growth and growth management is a strength.</li> </ul>	22	Community Festival
<ul style="list-style-type: none"> <li>Changing demographics related to attracting higher income families is a positive.</li> </ul>	3	Community Festival
<ul style="list-style-type: none"> <li>Diversity in a general sense is a community positive or strength.</li> </ul>	9	Community Festival
<ul style="list-style-type: none"> <li>Diversity makes the community more close knit, including cultural diversity, racial and ethnic diversity, people of many age groups and stages in their family life, neighborhood diversity, and western Chula Vista is a particularly diverse part of the city.</li> </ul>	11	Community Festival
<ul style="list-style-type: none"> <li>There is concern about illegal immigration and demographic changes.</li> </ul>	4	
<ul style="list-style-type: none"> <li>More diversity is needed in the community or lack of diversity is a concern.</li> </ul>	4	
<ul style="list-style-type: none"> <li>There is concern over the demographic split in the city between the eastern and western parts of the community.</li> </ul>	7	
<ul style="list-style-type: none"> <li>There is a need to incorporate sufficient densities to support public transit.</li> </ul>	2	Community Festival

# I. Community Character

Issues Identified	Visioneer Comments (2,113 Total)	Other Sources
<b>The desirable characteristics of neighborhoods are quiet atmosphere, accessible amenities, neighbors, upkeep of the area, security, and the family-oriented, small town feel.</b>		
<ul style="list-style-type: none"> <li>Peace and quiet are very important characteristics of neighborhoods.</li> </ul>	200	
<ul style="list-style-type: none"> <li>Noise is a major problem or concern in some neighborhoods.</li> </ul>	6	
<ul style="list-style-type: none"> <li>Proximity, accessibility, and the convenience of neighborhood and community amenities and facilities are important characteristics of neighborhoods.</li> </ul>	162	Community Festival
<ul style="list-style-type: none"> <li>People and positive and friendly relationships with neighbors are an important part of the neighborhood.</li> </ul>	132	Community Festival
<ul style="list-style-type: none"> <li>Family-oriented, small town community/neighborhoods are an important characteristic to maintain.</li> </ul>	84	Community Festival
<ul style="list-style-type: none"> <li>Cleanliness, maintenance, care, and upkeep are valued characteristics in many neighborhoods or areas of the city.</li> </ul>	76	Community Festival
<ul style="list-style-type: none"> <li>Cleanliness, maintenance, care, and upkeep are needed in many neighborhoods or areas of the city.</li> </ul>	37	Community Festival
<ul style="list-style-type: none"> <li>Safety, security, and low crime rates are important characteristics of neighborhoods. All comments were positive.</li> </ul>	60	Community Festival
<ul style="list-style-type: none"> <li>There is an east-west bifurcation, negative differences between the east/west communities, and declining and neglected parts of the city based on this divide.</li> </ul>	26	Community Festival
<ul style="list-style-type: none"> <li>The rural/country atmosphere of some neighborhoods is a characteristic that is being lost and/or should be preserved.</li> </ul>	11	Community Festival
<ul style="list-style-type: none"> <li>Diversity is a community asset.</li> </ul>	10	Community Festival
<ul style="list-style-type: none"> <li>Diversity is a community liability.</li> </ul>	7	
<ul style="list-style-type: none"> <li>There is a desire to provide more opportunities for churches to establish or expand in order to serve a growing community.</li> </ul>	52	
<p><b>The St. Rose of Lima Parish Community submitted a total of 1,250 comment cards signed by parishioners. The pre-printed cards included the following major issues.</b></p> <ul style="list-style-type: none"> <li>Churches and other organizations that contribute to the spiritual, educational, and physical welfare of the community should be preserved.</li> <li>Religious institutions have historically made important contributions to the community and will continue to do so, and are therefore important to the community's future.</li> <li>Churches should be considered in long range development planning and implementation, particularly for economic development and redevelopment areas.</li> <li>Church facilities and land use were not adequately planned for in the development of the eastern portions of the city.</li> <li>The Church should not be forced to move to a less desirable and less convenient location that will not serve its membership.</li> <li>The Church and school will continue to make significant contributions to the development of community leadership and economic development of downtown.</li> </ul>	1,250	

## IV. Next Steps – Vision and Policy Implications

The issues identified in this first phase of public outreach will be used to guide the development of policies that address community concerns and opportunities expressed through public input. The issues require studies and analysis that will help to understand related policy implications and make suggestions for policy direction for consideration. The General Plan committees will evaluate recommendations and alternative policies in a public forum. Continued public outreach and participation through the next phases of the General Plan Update will insure a shared approach to achieving the city's 'Vision.'

The public input received during Phase I has provided an understanding of the community issues that the city must address and, at the same time, ideas for an ideal Vision for the future of Chula Vista. The General Plan Update committees will continue to work with the public to incorporate these ideas into a shared Vision for the entire community. Some of these ideas for a Vision are described below.

*The Vision for the city is that of a place that has a proper balance between jobs and housing, resulting in a reduction in traffic congestion and increased mobility throughout the city and region. Mobility that has been enhanced through many transportation options including improved public transit services, an east-west transit line, and the use of alternative transportation systems for walking, bicycling, and other means.*

*The Vision sees high quality facilities and services that are located to balance the needs of the east and the west, the north and the south sides of the community. The bayfront has become a community-gathering place that revitalizes the city's image and becomes a regional activity center while incorporating sensitive development. Citywide development standards have been raised and pride of place becomes common among all residents.*

*Most importantly, the Vision for the city is the attention paid to families and youth. This is a place where one can receive quality education from distinguished schools and colleges. This is a place where children desire to remain in the community because they can find affordable housing and not have to move away. This is a place where the built environment and the social services and community amenities are as good as the climate. This is the Vision for Chula Vista.*

## **APPENDIX A**

### **VISIONEER PROGRAM INPUT SOURCE SUMMARY**

## Visioneer Program Input Source Summary

Source	Group	Number of Responses*
Brochure Mail In		944
Flyer Mail In		10
Public Services Bldg.		254
Police Dept. Counter		50
Presentations	Chula Vista Coordinating Council	42
	Broadway Business Association	38
	Downtown Business Association	5
Community Events	Celebrate Chula Vista	18
	Cinco de Mayo	14
	Community Festival	155
	Lemon Festival	40
Visioneer Sessions	New Directions/Family Resource Center	184
	Churches	140
	SUHSD Adult Education classes	142
	Building Department	10
	Eastlake Greens HOA	56
	Growth Management Oversight Committee	18
	Parks & Recreation Commission	28
	Planning Commission	9
	Planning Department	22
	Don Luis Mobile Home Park	120
	Jade Bay Mobile Lodge	22
	Otay Lakes Homeowners	98
	Otay Lakes Lodge	25
	Premier Bowling Lane	84
	Neighbors	46
	Chula Vista Kiwanis	93
	Bonita Optimist	130
	Civil Service Commission	18
	Human Resources staff	62
	South County Action Network	110
	Tuesday Talk, Vista Square	140
	Neighbors	22
	Resource Conservation Commission	32
	Library Board of Trustees	28
	Sweetwater Community Planning Group	16
	Community Development staff	27
	MAAC Project	6
	Saint Rose of Lima Parish	15
	4th of July Block Party	34
	Computer class, Norman Park Center	30
St. Rose of Lima cards		1,250
Visioneer Training 5/8		219
Visioneer Training 5/13	City staff	12
Visioneer Training 5/20		18
Visioneer Training 6/12		20
Visioneer Training 6/14		153
Visioneer Workshop		113
Website		489

TOTAL: 5,869

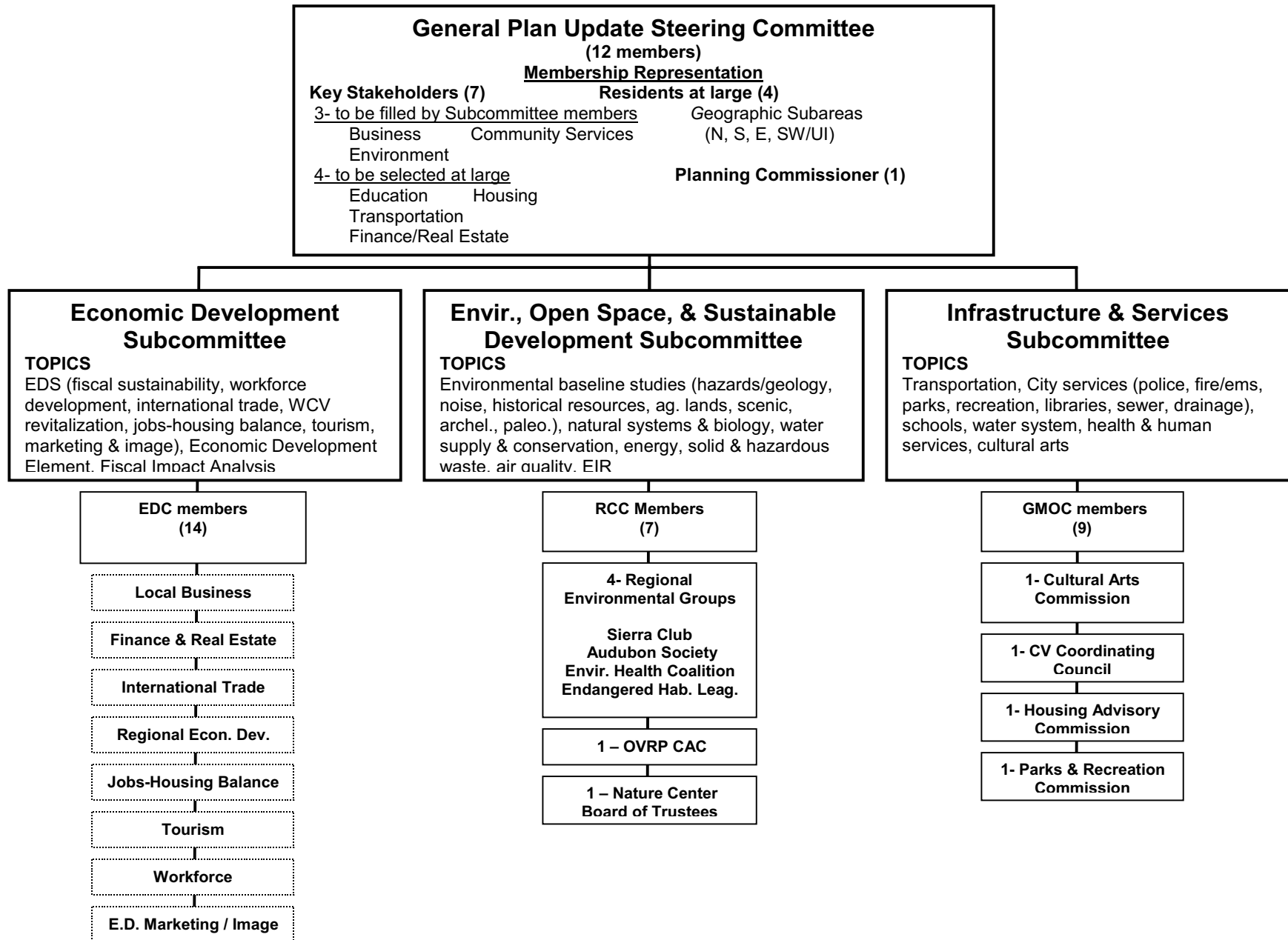


150 signed up to be Visioneers at various events  
50 attended training (general public) – 14 facilitated Visioneer session  
17 attended training (staff) – 3 facilitated Visioneer session  
\*Each response corresponds to one question

## **APPENDIX B**

### **GENERAL PLAN UPDATE COMMITTEES ORGANIZATIONAL DIAGRAM**

# General Plan Update Committees Organizational Diagram (9/30/02)



## **APPENDICES C, D, E**

**Available Under Separate Cover**